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ORNAMENTAL GREENHOUSE PLANTS

for Florists and Growers U. S. Department of Agriculture

WHOLESALE LIST (B) OVERLAND SHIPPING

SEPTEMBER 1, 1947, FOR SEASON 1948



Philo. cord.,

Araucaria,

Drac. Sand.

*Decorative Foliage Plants
for Flower Shops - Pages 4-5*

*Plant Arrangements
in Pottery - - - Page 3*

*Plants for Forcing
Azaleas. - - - Pages 6-7*

*Small Plants
for Growing On - Pages 8-9-10*

*Table Ferns
from Flats - - - Page 11*

JULIUS ROEHR'S COMPANY

RUTHERFORD, NEW JERSEY, U. S. A.

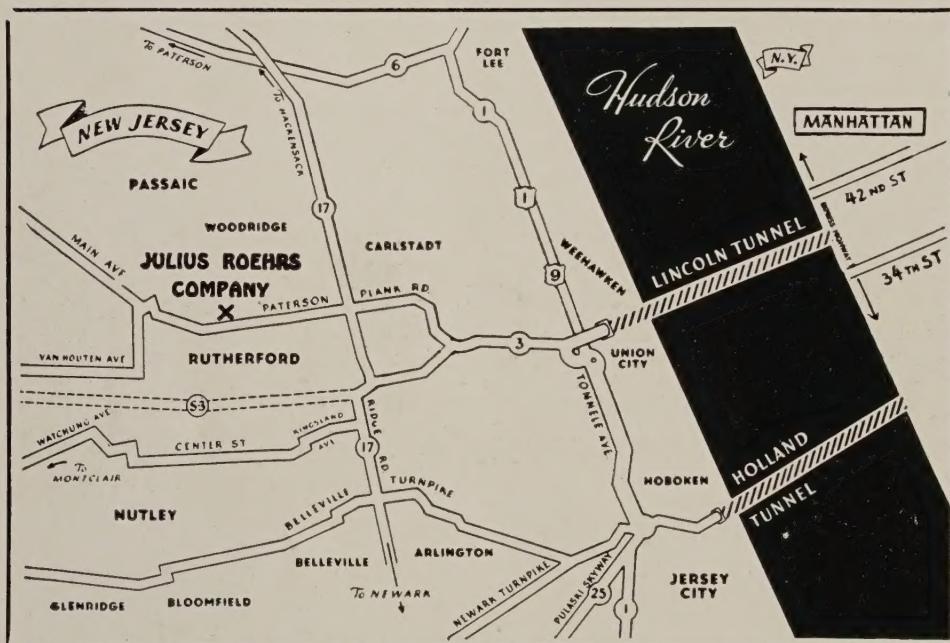
Invitation

In our 120 greenhouses, exclusively devoted to Potted Plants, are probably grown the largest assortment of ornamental plants under glass in America.

Our service is principally to the Florists of the Metropolitan area centering around New York, to whom we supply not only all seasonal flowering plants, but are headquarters for all the "trimmings" of a flower shop, in houseplants, specimen decorative material, plant arrangements in pottery and glass, etc., and delivered regularly by our modern fleet of trucks. Florists in this area not on our mailing list please request our monthly Wholesale List A.

For customers not served by our trucks we offer in this Overland Shipping List an assortment of those standard Florists plants which we feel we can ship reasonably safe and are available during most of the year. In addition, we ship in season various plants for growing on or forcing of special interest to growers.

Our collection of Exotic Plants is world famous and has been collected by the Julius Roehrs Company for over 75 years. Customers interested in the unusual, please ask for LIST OF EXOTICS.



VISITORS—We extend a cordial invitation to visit us: 8 miles from New York City: via Lincoln Tunnel, Highway S-3, to Paterson Avenue; Erie Railroad at Chambers Street; Inter-City Express Bus at 43rd Street, east of Times Square; Bus No. 3 from Weehawken (42nd Street ferry) passes Nursery.

Roehrs Has It!

Phones—

N. Y.: LOnGACRE 5-4228

N. J.: RUth. 2-0090

RUth. 2-0091

PLANT ARRANGEMENTS in POTTERY

We are known up and down the East coast for the workmanship and artistry incorporated in our Dishgardens.

Deliveries other than by truck have often had rough handling during the war years, but for those willing to take a chance, we are listing here such numbers which we consider reasonably safe for shipping. We will pack carefully, but if arrangements are shaken up a bit, we feel they can easily be repaired. Serious damage or breakage, however, please report directly to your Express Agent and obtain a bad order receipt to file claim. Air-freight shipment can be made to points where such service exists.



BROMELIADS in fine Pottery, with other tropical plants, artistically planted. Exotic, yet durable.

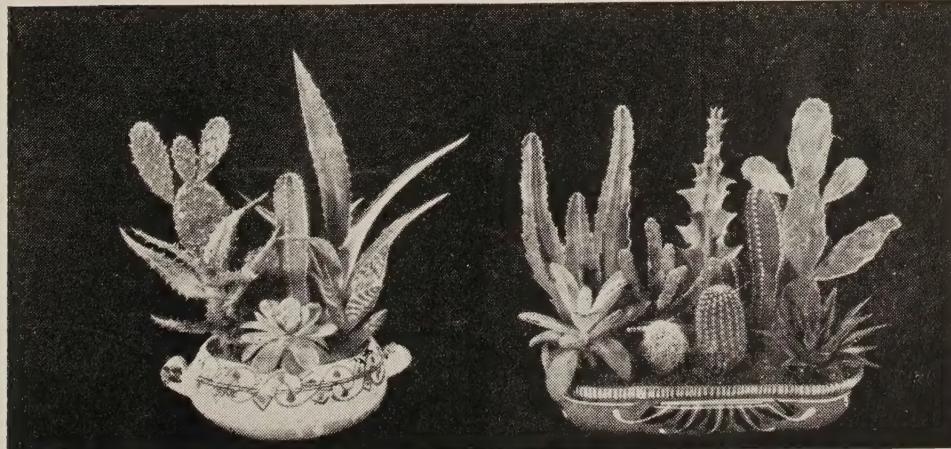
\$7.50, \$12.50, \$17.50



"DIXIELAND" DISHGARDENS

Subtropic Plantings of Miniature Foliage Plants, Sansevierias, with Succulents.

\$1.25, \$2.00, \$3.00, \$4.00, \$5.00, \$7.50, \$10.00



CACTUS GARDENS, colorful and long-lasting — mainly imported
NATIVE MEXICAN POTTERY, hand decorated.

\$2.00, \$3.00, \$5.00, \$7.50, \$10.00

DECORATIVE HOUSE PLANTS

Ready for resale in Flower Shops

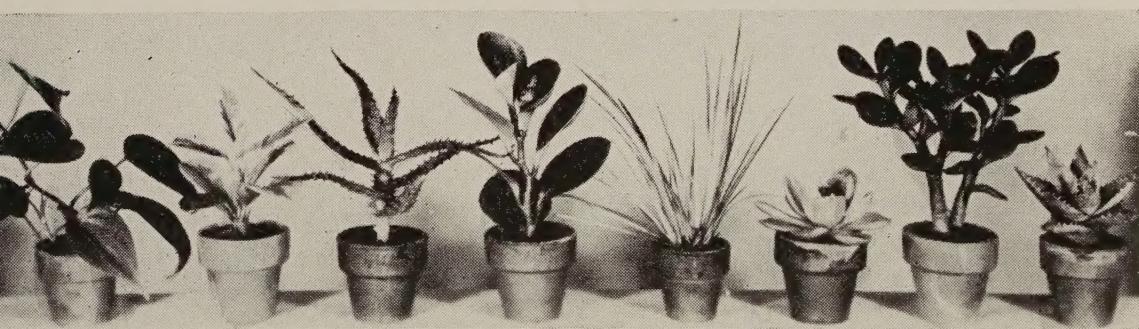


Three popular Foliage Plants

Pandanus V. — Dieff. Rud. Roehrs — Drac. Mass.

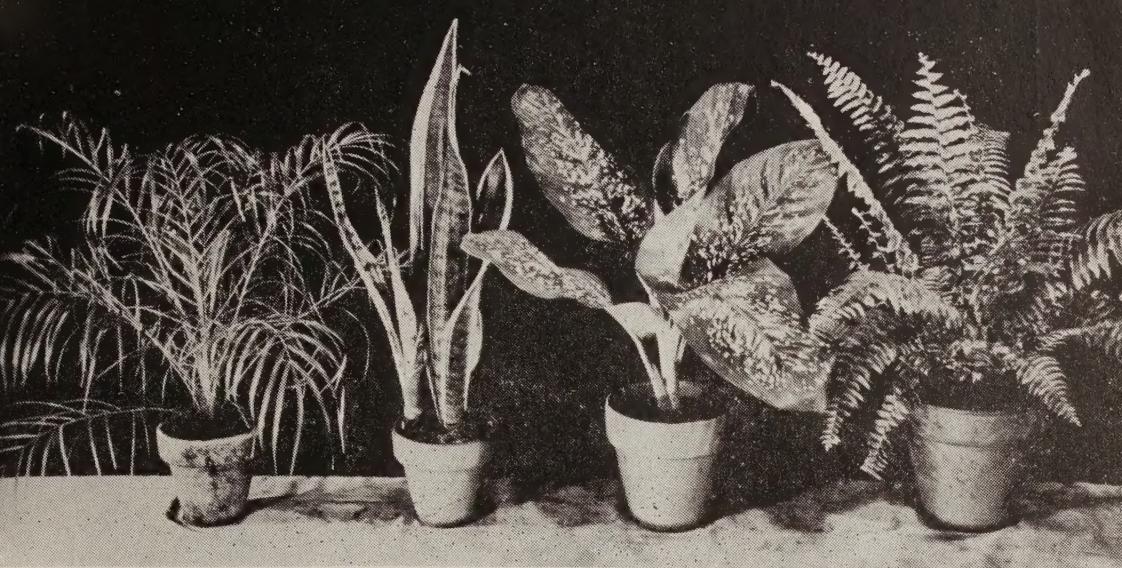
(Each price is 1/10 of dozen price.)

	per doz.
ACORUS gramineus , 2"	2.50
AGAVE Sisalina , 2"	1.00 and 1.50
AGLAONEMA sinensis , (Chinese Evergreen) bare root	6.00
ALOE brevifolia , 2 1/4"	1.50 and 2.00
ANTHURIUM Andreanum	ea. 10.00 and 15.00
Spathiphyllum (white), 6"	ea. 2.00
ARAUCARIA excelsa (Norfolk Island Pine), 6"	30.00
AUCUBA japonica , 4 1/2"	18.00
BOXWOOD Pyramids , 12" tub, 3-3 1/2 ft.	ea. 9.00
BROMELIADS , for odd shapes and color	ea. 2.50, 3.50, 5.00
(For varieties, see our LIST of EXOTICS)	
CACTI and SUCCULENTS , assorted 2"	doz. 1.20 and 1.80
CISSUS Antarctica , 4"	15.00
CRYPTANTHUS acaulis (green), ruber (red)	1.80
CIBOTIUM Schiedi , graceful, 8" tub	ea. 9.00
CRASSULA arborescens , 2 1/4"	1.20
3"	3.00
DIEFFENBACHIA Rudolph Roehrs , 5"	20.00
6"	25.00
DIEFFENBACHIA Picta , 5"	15.00
9" tub combination	ea. 5.00



DISHGARDEN PLANTS , 2 1/4", assorted	1.50, 2.00, 3.00
DRACAENA Massangeana , 4 1/2" pot	12.00
6" "	24.00
7" "	ea. 3.00
8" tub	ea. 6.00
DRACAENA Sanderiana , variegated, 2 1/4"	3.00 and 4.20
5" combinations	20.00
EUPHORBIA Splendens (Crown of Thorns), 2 1/4"	3.50
4"	10.00
12-14" tub specimen	ea. 50.00
FERNS , Dwarf Boston	18.00 and 24.00
FICUS Elastica (Rubber Plant), 5 1/2"-6"	18.00 and 24.00

DECORATIVE HOUSE PLANTS (cont'd)



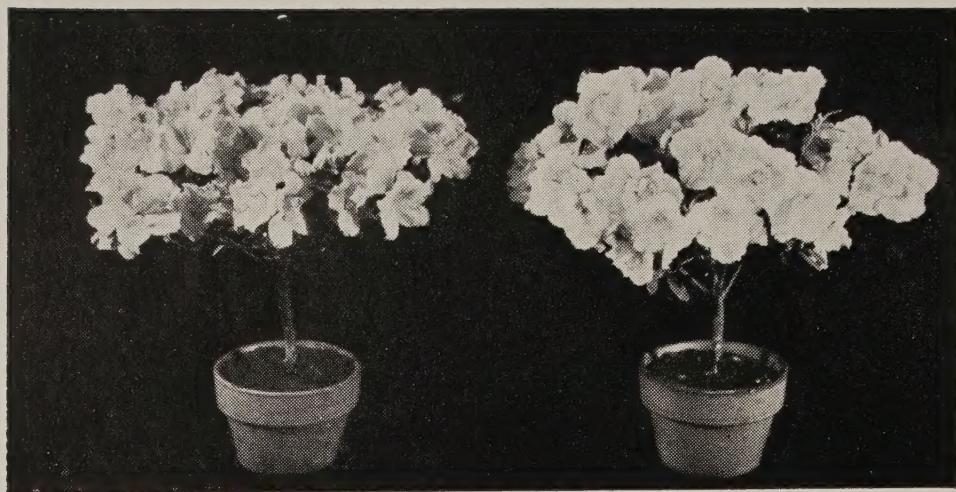
(l. to r.) *Phoenix Roeb.*, *Sans. laur.*, *Dieff. picta*, *Boston Fern*

	per doz.
IVY, English , 4" pot, heavy.....	5.00 and 6.00
IVY, Hahn's self branching , 3" heavy.....	3.50
KENTIA Palms , 2½" single, 8-12'.....	.25 and .35; 3.00 and 4.00
Larger sizes quoted, supply permitting.	
NEPHTHYTIS Liberica , 2½".....	1.80
OPUNTIA monocantha; Boxing Gloves; Cylindrica or microdasys : 2½"	1.20
PANDANUS Veitchi , 3".....	6.00
5".....	18.00
6".....	25.00
7".....	ea. 3.50
8" Tub	ea. 6.00
PEPEROMIA obtusifolia , 2½".....	1.25
POTHOS aureus , 3".....	6.00
PHILODENDRON Cordatum , 2½".....	2.00
3½"	6.00
4"	9.00
5"	15.00
on Hemlock slabs, 6" pots.....	ea. 2.50
PHILODENDRON Pertusum , 6" pots.....	ea. 4.00
7" tub	ea. 7.50
8" tub	ea. 10.00
PHOENIX Roebelinii , 4".....	18.00
5"	30.00
Larger specimens on special quotation.	
PLATYCYERIUM (Staghorn ferns) , on blocks.....	ea. 5.00
ROSEMARY , 4"	9.00
SANSEVIERIA laurentii , 4½" pot.....	9.00
5"	12.00
6"	18.00
zeylanica , bare root.....	2.00
SCHISMATOGLOTTIS Roebelinii	ea. 2.50
SELAGINELLA Brownii , 2"	1.80
STOVEPLANTS , Collection of rare exotic plants for conservatory or home—Ask for "LIST of EXOTIC PLANTS".	
TOLMIEA menziesi (piggy-back plant) , 4"	6.00
VITIS rhombifolia, (Grape Ivy) , 2½"	2.50
4", bushy	9.00
VITIS rhomb. Mandaianum , larger, shiny foliage, upright growth, good keeper, 4"	12.00

(Each price is 1/10 of dozen price)

We will be glad to answer your inquiries for any decorative House-plants not listed.

PLANTS for FORCING



Indica VanderCruyssen

Vervaeneana

AZALEA INDICA for FORCING

Fall 1948 Shipment

AZALEA INDICA grafted, 3 yr., field grown, large flowered Belgian varieties:

Varieties and sizes available:

ALBERT & ELIZABETH, double white with pink border, very attractive, diameter of crown, 7-8" 1.50, 9-10" 2.00.

ECLAIREUR, double deep crimson, 7-8" 1.50, 9-10" 2.00.

ERNEST THIERS, semi-double, bold crimson, 9-10" 2.00, 11-12" 2.75.

FRED SANDERS, rich rosy salmon, early double, 7-8" 1.50, 9-10" 2.00.

JEAN HAERENS, double, large dark rose, 9-10" 2.00, 11-12" 2.75.

MME. PETRICK, Christmas flowering rose, 7-8" 1.50, 8-9" 2.00

NIOBE, late double white, 9-10" 2.00, 11-12" 2.75.

PAUL SCHAME, early double, salmon red, 7-8" 1.50, 9-10" 2.00.

PROF. WOLTERS, single vivid rose with white, 7-8" 1.50, 9-10" 2.00.

TRIOMPHE, double red with purple sheen, 9-10" 2.00, 11-12" 2.75.

VANDERCROYSEN, semi-double carmine rose, early flowering, 9-10" 2.00, 11-12" 2.75.

VERVAENEANA, double, large rosy salmon, 9-10" 2.00, 11-12" 2.75.

VERVAENEANA ALBA, large double, pure white, 7-8" 1.50, 9-10" 2.00.

ASSORTED VARIETIES, 7-8" 1.50, 9-10" 2.00, 11-12" 2.75.



PLANTS for FORCING (cont'd)



Coral Bells

Hexe

Triomphe

DWARF AZALEAS for FORCING Fall 1948

DWARF AZALEAS. 2 year field grown:

CORAL BELLS, dainty coral pink, semi-double; diameter of crown, 4-6" .50, 6-8" .75.

CHAS. ENCKE, salmon pink, bordered white, a very pleasing small flowered Indica, 4-6" .50, 6-8" .75.

ERNEST THIERS, semi-double Indica, bold crimson, 5-6" .75.

HEXE, deep crimson, semi-double, 4-6" .50, 6-8" .75.

PAUL SCHAME, early flowering Indica, double salmon red, 5-6" .75.

PINK PEARL, apple blossom pink, 4-6" .50, 6-8" .75.

SNOW, pure white hose-in-hose type, 4-6" .50.

TRIOMPHE, double red Indica with purple sheen, 5-6" .75.

ASSORTED small flowered varieties, including all colors, 4-6" .50, 6-8" .75.

ASSORTED large flowered Indica varieties, 4-6" .75, 6-8" 1.20.



SMALL PLANTS FOR GROWING ON AZALEAS



Evergreen varieties, suitable for pot plants; 2 $\frac{1}{4}$ " size grown in flats, late Winter and Spring 1948 Shipment.

AZALEA INDICA, large flowered Belgian types:

	Per C.	Per M.
ALBERT & ELIZABETH , double white with pink border, very attractive.....	17.50	160.00
JEAN HAERENS , large double, fine rose.....	17.50	160.00
MME. PETRICK , Christmas flowering, carmine rose	17.50	160.00
PAUL SCHAME , early flowering, salmon red.....	17.50	160.00
TRIOMPHE , double red.....	17.50	160.00
VANDERCRUYSSSEN , early flowering carmine rose,.....	17.50	160.00
VERVAENEANA , double rose salmon with white.....	17.50	160.00
VERVAENEANA ALBA , large double white.....	17.50	160.00

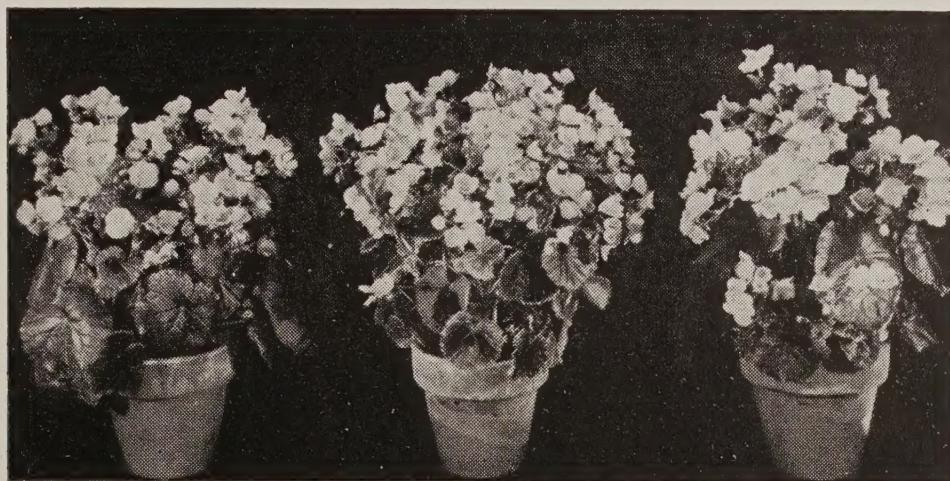
AZALEAS DWARF TYPES,

well branched, heavy plants

CHAS. ENCKE , salmon pink, bordered white, very pleasing	14.00	125.00
CORAL BILLS , soft coral pink.....	14.00	125.00
HEXE , deep crimson, semi-double, good keeper (properly a small fl. Indica).....	14.00	125.00
HINODEGIRI , carmine red, hardy.....	14.00	125.00
PINK PEARL , apple blossom pink, hardy.....	14.00	125.00
Salmon Beauty , salmon pink, hose-in-hose type, sturdy growth.....	14.00	125.00
SNOW , pure white hose-in-hose type.....	14.00	125.00
SWEETHEART SUPREME , fine pink; resembles a Sweetheart Rose when opening; fast grower..	14.00	125.00



SMALL PLANTS FOR GROWING ON (cont'd)



3

1

2

BEGONIAS, Lorraine type,
for Christmas blooming (May on):

	Per C
LADY MAC (1); covered with medium size fine rose pink flowers at Christmas; will do well in cooler or temperate house. 2 1/4"	30.00
MARJORIE GIBBS (2); large, rich rose flowers but prefers somewhat warmer house. 2 1/4"	35.00
GENESEE BEAUTY (3); similar to Marj. Gibbs but more compact and darker rose; blooms a little later. 2 1/4"	35.00
SAME VARIETIES , from summer top cuttings, Sept. shipment. 2 1/4"	25.00
BEGONIA Rex , Assorted varieties (May-Aug.). 2 1/4"	35.00



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BOUVARDIAS (May to Nov.)

Giant Pink , (1) rich pink.....	2 1/4"	25.00
Christmas Red , (3) salmon scarlet.....	2 1/4"	20.00
Humboldti Albatross , (2) giant white.....	2 1/4"	20.00

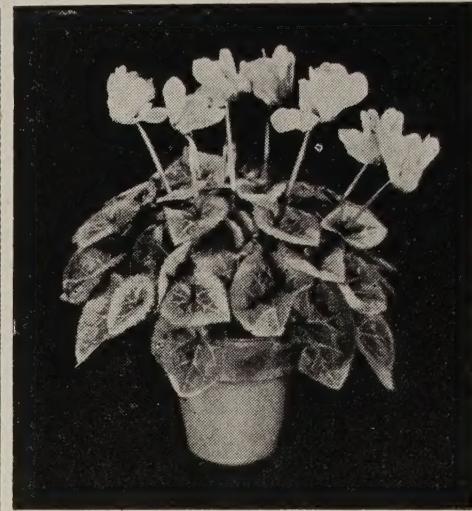


Our DIEFFENBACHIA Rudolph Roehrs, pictured here as compared with its parent **D. picta**—has proven itself a worthy addition to any Standard Collection of Foliage Plants. It is as durable and satisfactory as **picta**—yet far more showy.

SMALL PLANTS FOR GROWING ON (cont'd)



Saintpaulia



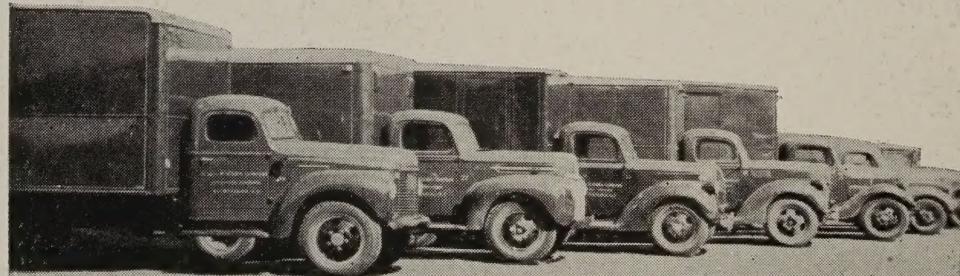
Cyclamen

	Per C
CYCLAMEN , heavy pot grown, separate colors, (beetle area only) 3" May-June only.....	35.00
 DIEFFENBACHIA Rudolph Roehrs. 3" pots.....	75.00
 DRACAENA Massangeana , 3".....	45.00
 PHILODENDRON Cordatum	2 1/4" 15.00
 SAINTPAULIA Blue Boy (African Violet)	2" 25.00
 VITIS Rhombifolia, Grape Ivy , bushy.....	2 1/4" 20.00

FERNS

ADIANTUM Wrightii gloriosum, (Maiden Hair fern) 2".....	18.00
BOSTON FERNS (Nephrolepis Boston, compacta) , Oct. 2 1/4".....	18.00
POLYPODIUM Mandaianum , bluish gray.....	2" 25.00

	Per C.	Per M.
TABLE FERNS assorted, or in variety, out of flats.....	4.00	38.00
TABLE FERNS from 2" pots, mainly Pteris Tremula; July-Sept. shipments against early bookings	10.00	85.00



(Wherever possible, we deliver by truck at a saving in delivery costs to customer.)

SMALL PLANTS FOR GROWING ON (cont'd)



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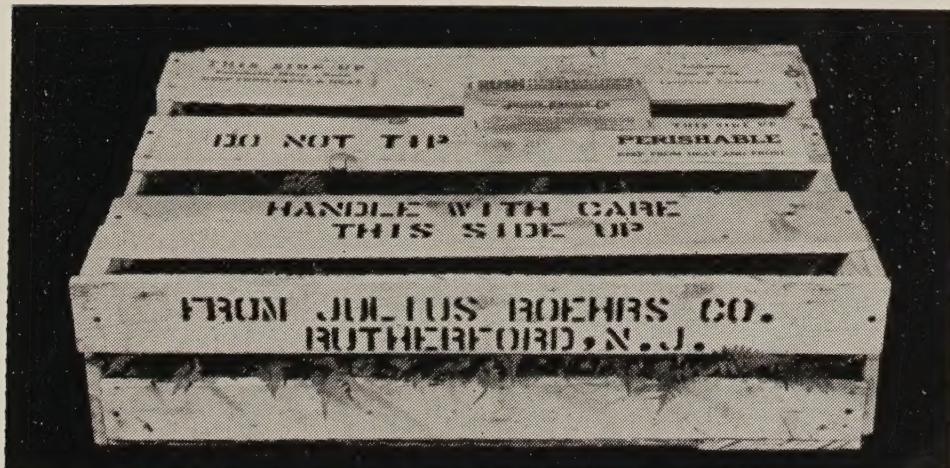
9

10

FERNS IN FLATS

Shipped as growing, 100-200 plants per flat;
(June to August)

	Per Flat
ADIANTUM Wrightii (8) (Maiden Hair) fancy glorio-sum type	7.50
ASPIDIUM Tsussimense , dwarf Terrarium fern (10)....	5.00
ASPLENIUM Nidus-avis (Bird's-Nest fern).....	10.00
CYRTOMIUM Rochford compactum (9) Holly fern.....	6.00
PTERIS Adiantoides , (7) similar to small leaf Holly	5.00
Argyraea , large robust variegated (6).....	5.00
Flabellata (5), very good keeper.....	5.00
Rivertoniana (3), medium high, graceful.....	5.00
Tremula (4), robust grower.....	5.00
Victoria (2), best variegated form, dwarf.....	5.00
Wilsoni (1), short and bushy.....	5.00
(PTERIS—10 flats up 4.75 each, 25 flats 4.50 each.)	



Fern Flat as crated for shipment (approx. 30 lbs.)



Shipping Department

TERMS AND SHIPMENTS

TERMS—30 days from invoice net for established accounts. C. O. D. Shipments will be made when order is accompanied by one-fourth of full amount of order in cash. All stock is offered subject to prior sale or crop failure.

PRICES—All prices are f.o.b., our nursery; crating charge on express shipments 5%, or cost. Prices quoted are subject to change by market conditions and apply for deliveries during months specified. Special quotations on out-of-season shipments. 100 rates apply on quantities of 50 or more, 1,000 rates apply on 500 plants or over of each variety.

SHIPPING—Plants are shipped in Paper Pots wherever possible to reduce shipping weight, unless specifically requested in clay pots. We endeavor to pack carefully; if shipment arrives in bad condition, claim must be made with transportation company as our responsibility ceases upon delivery to them.

AIR SHIPMENTS—For speedier arrival of plants, we can make shipment by Air-Freight if requested or advisable to nearly all larger Metropolitan Centers—at rates slightly higher than Rail-Express—from nearby Teterboro or Newark Air-terminals. Unless specifically instructed, we will ship best way.

TRUCK DELIVERIES—will be made to customers along our regular routes in New York State, New Jersey, Southern New England, Eastern Penna., and south to Washington, D. C.; Also special truck at cost to other points where sufficient orders accumulate.

INSPECTION CERTIFICATE—U.S.D.A. certificate for shipments out of beetle zone supplied except for tubs larger than 12" and on some plants between June 15th and September 15th. If we cannot ship, we will advise promptly.

MAILING LIST—We will gladly send you regularly the following Lists upon request:

WHOLESALE LIST "A": Seasonable Flowering and Foliage Plants for Florists, Metropolitan area, monthly.

WHOLESALE LIST "B": Plants for Growers, and Decorative Foliage Plants for Florists in Overland Shipping.

LIST OF EXOTICS—Offering our famous collection of hard-to-get and unusual Greenhouse Plants for Conservatory and Home.

